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Consumers are ready for green revolution

June 4, 2008 5:42 pm EDT Filed in [Marketing](#)



Kent Bernhard Jr.
Reporting from Monterey
SB 2008 Sustainable Brands Conference

Businesses face a green chasm when it comes to connecting with consumers, members of market research firm MindClick told a group

of executives gathered in Monterey for the Sustainable Brands 2008 conference Wednesday morning. In other words, consumers are way ahead of businesses when it comes to going green. And that's a powerful opportunity for any business ready to push the envelope with products and message.

"I think businesses are just scratching the surface," Roberta Berrent, COO of MindClick, told me in an interview before her colleagues Joanna Abrams and John Burshek took the stage at the Monterey Hyatt Regency. "It's extremely exciting. It's revolutionary," Berrent said. Berrent said consumers are going green, even if they aren't committed environmentalists or even believers in global warming.

Her colleagues backed her up with numbers in their presentation of their May 2008 survey results to the gathered executives.

MindClick surveyed more than 2,000 consumers across the nation and found more than 60 percent are taking some type of green action, whether that involves buying more energy efficient lightbulbs or shopping for a hybrid, Burshek, MindClick's chief research officer, told the crowd. But only 40 percent believe that human activity is causing global warming, and only 17 percent believe their actions are making a difference.

So what does that tell the marketers? That consumers are willing to go green regardless of their political attitude toward the divisive issue of global warming.

"These are big numbers. The consumers are ready," he said.

But those consumers don't believe businesses are as committed to the environment as they need to be.

More than 60 percent of consumers think businesses should

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change their behavior. Only 16 percent believe businesses are addressing global warming, said MindClick CEO JoAnna Abrams.

And a lot of the marketing businesses are doing around green is missing the mark. Terms like carbon footprint and even sustainability leave consumers cold, the MindClick executives said. Instead, businesses should focus on optimistic messages and products that combine quality and sustainability.

“What’s really needed is to push the envelope,” Abrams said.

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- [Amanda Gourgue, CMP](#) June 5, 2008 12:55 pm EDT

I love this! “It’s extremely exciting. It’s revolutionary,” Berrent said. Berrent said consumers are going green, even if they aren’t committed environmentalists or even believers in global warming. [More](#)
That is exactly why I named my company Meeting Revolution! What we are going through right now is a revolution. Very similar to the industrial revolution and the quality revolution. Change is good!

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